

Box 589  
2776

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Heckerman et al

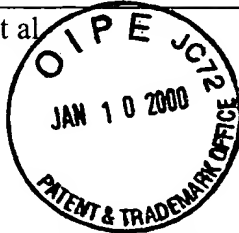
Serial No.: 09/430,767

Filed: 10/29/1999

Title: Cluster and Rule-Based Approach for  
Automated Web-Based Targeted  
Advertising with Quotas

Attorney Docket No.: 1018.037US1

Assistant Commissioner for Patents  
Washington, D.C. 20231



Group Art Unit:

Examiner:

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**INFORMATION DISCLOSURE STATEMENT**

Dear Sir:

This Information Disclosure Statement is submitted under 37 CFR 1.97(b).

Applicant(s) submit herewith Form PTO 1449-Information Disclosure Citation together with electronic copies, of patents, publications or other information of which applicant(s) are aware, which applicant(s) believe(s) may be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR 1.56. The copies are stored on the attached CD-ROM, in PDF (Adobe Acrobat) format.

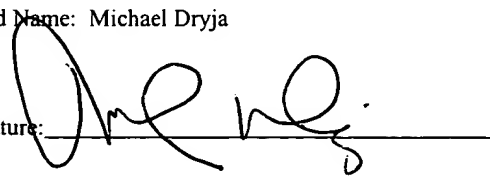
The relevance of the attached references is that this is the closest art of which Applicant is aware. Applicant submits that the above references taken alone or in combination neither anticipate nor render obvious the present invention. Consideration of the foregoing in relation to this application is respectfully requested.

It is requested that the information disclosed herein be made of record in this application.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231.

Date of Deposit: January 3, 2000

Typed Name: Michael Dryja

Signature: 

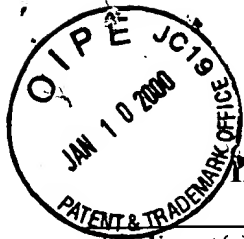
Respectfully submitted,



Michael A. Dryja  
Attorney/Agent for Applicant(s)  
Reg. No. 39662

Date: January 3, 2000

Telephone No.: 425-427-5094



CD-ROM  
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE GP2776

Applicant(s): Heckerman et al.

Serial No.: 09/430,767

Filed: 10/29/1999

Title: Cluster and Rule-Based Approach for  
Automated Web-Based Targeted  
Advertising with Quotas

Group Art Unit: #.2

Examiner:

Attorney Docket No.: 1018.037US1

Assistant Commissioner for Patents  
Washington, D.C. 20231

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Dear Sir:

This Information Disclosure Statement is submitted under 37 CFR 1.97(b).

Applicant(s) submit herewith Form PTO 1449-Information Disclosure Citation together with electronic copies, of patents, publications or other information of which applicant(s) are aware, which applicant(s) believe(s) may be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR 1.56. The copies are stored on the attached CD-ROM, in PDF (Adobe Acrobat) format.

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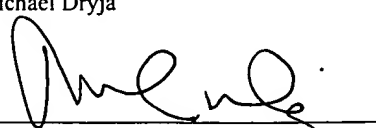
The relevance of the attached references is that this is the closest art of which Applicant is aware. Applicant submits that the above references taken alone or in combination neither anticipate nor render obvious the present invention. Consideration of the foregoing in relation to this application is respectfully requested.

It is requested that the information disclosed herein be made of record in this application.

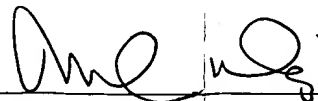
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231.

Date of Deposit: January 6, 2000

Typed Name: Michael Dryja

Signature: 

Respectfully submitted,



Michael A. Dryja  
Attorney/Agent for Applicant(s)  
Reg. No. 39662

Date: January 6, 2000

Telephone No.: 425-427-5094

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